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			3627	

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Please find below and/or attached an Office communication concerning this application or proceeding.

DETAILED ACTION

Response to Amendment

Applicants' "Response to Examiner's Action" filed on December 22, 2005 has been considered.

Applicants' response by virtue of amendment to claims 12 and 18 has overcome the Examiner's objection.

Applicants' response by virtue of amendment to claims 14 and 19 has overcome the Examiner rejection under 35 USC 112, first paragraph.

Claims 1, 12, 14, 18, and 19 have been amended. Claims 1-19 are pending in this application.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claim 19 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The phrase "likely profiles of purchasers of a particular product" is unclear. Examiner recommends the Applicants to amend the claim to clearly recite the type of profiles.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and

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the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 5, 8-9 and 13 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of U.S. Patent No. 5,983,200 to Slotznick.

Regarding claims 1 and 8-9, Robertson discloses a method for providing specific product information and offers for sale to the system user, the method comprising the steps of: gathering product information regarding a variety of products offers and information (col. 2, lines 14-25; col. 10, lines 39-41); organizing the product offers and information based upon predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53); saving the organized product offers and information in a database (col. 12, lines 26-37); gathering system user profile information from the system user including user interests and preferences (col. 2, lines 20-22; col. 13, lines 63-65; col. 20, lines 10-16; Figure 16); organizing the system user profile information, according to predetermined criteria (col. 20, line 65 – col. 21, line 13); saving the organized system user profile information (col. 20, line 65 – col. 21, line 13); matching the organized product offers and information to the organized system user profile information according to a designated criteria (col. 18, lines 34-55); selecting matched product offers and information to be transmitted to the display device based upon desired criteria with said product offers corresponding to user or gist recipients interests and preferences (Figure 33, col. 18, lines 51-60; col. 23, lines 10-18); delivering the matched product offers and information to the system user through the display devices (Figure 33); storing the matched product offers and information on the display device (col. 19, lines 5-11; col. 23, lines 57-65); displaying the

delivered matched product offers and information on the display device (Figure 33; Figure 36); and transmitting transaction request from the system user (Figures 37).

However, Robertson does not explicitly disclose the gathering user profile information includes user gift recipient's interest and preferences. Furthermore, Robertson does not explicitly disclose the gift-giving information from the system user about the system user's gift-giving recipients and gift receiving recipient and the event for which the gift is to be selected. Robertson discloses a "Choose a Gift for Someone" link (Robertson, Figure 15) and a Reminders (340) link (Robertson, Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (Robertson, col. 22, lines 59-61). Furthermore, Robertson discloses collecting information about the user such as personal taste (col. 20, lines 12-15).

Slotznick, on the other hand, teaches disclose the gathering user profile information includes user gift recipient's interest and preferences; and the gift-giving information from the system user about the system user's gift-giving recipients and gift receiving recipient and the event for which the gift is to be selected (col. 18, lines 36-58).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the gathering user profile information includes user gift recipient's interest and preferences and the gift-giving information from the system user about the system user's gift-giving recipients and gift receiving recipient and the event for which the gift is to be selected, as taught

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by Slotznick, in order to provide a proper and appropriate gift (Slotznick, col. 14, lines 39-40).

Regarding claim 5, Robertson discloses the product offers and information are displayed immediately (Figure 33; Figure 36).

Regarding claim 13, Robertson discloses the displayed offers can be accessed either from said display device or from a designated website (Figure 33; Figure 36).

Claims 2, 4, 6-7, 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 5,983,200 to Slotznick et al as applied to claim 1 above, and further in view of U.S. Patent No. 5,991,771 to Falls.

The combination of Robertson and Slotznick substantially discloses the claimed invention, however, the combination does not disclose the display device being connected and not being connected to the network; product offers and information are reserved for later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time. However, the combination discloses storing various account informations with respects to the users (Robertson, col. 12, lines 58-60).

Falls, on the other hand, teaches the display device being connected and not being connected to the network; product offers and information are reserved for later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time (col. 3, line 66 – col. 4, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the display device being connected and not being connected to the network; product offers and information are reserved for later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected the network (col. 3, lines 9-11).

Claim 3 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 5,983,200 to Slotznick as applied to claim 1 above, and further in view of U. S. Patent No. 6,202,051 to Woolston. The combination of Robertson and Slotznick substantially discloses the claimed invention, however, the combination does not explicitly disclose placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party. The combination discloses ordering a product (Robertson, col. 24, lines 9-11).

Woolston, on the other hand, teaches placing bids in an electronic auction (Figures 5-6), placing items for sale in an auction (Figure 3), and making offers to sell to a third party (Figure 7).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party, as taught by Woolston, in order to market goods so that participants

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can speculate on the price of the goods (Woolston, col. 1, lines 30-32) and to provide resale of goods purchased (Woolston, col. 1, lines 62-63).

Claims 10-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 5,983,200 to Slotznick as applied to claim 8 above and in further view of U.S. Patent No. 5,991,771 to Falls. The combination of Robertson and Slotznick substantially discloses the claimed invention, however, the combination does not disclose the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time. The combination discloses storing various account informations with respects to the users (Robertson, col. 12, lines 58-60).

Falls, on the other hand, teaches the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time (col. 3, line 66 – col. 4, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected the network (col. 3, lines 9-11).

Claim 14 –18 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of U.S. Patent No. 5,983,200 to Slotznick and in further view of U.S. Patent No. 5,991,771 to Falls.

Regarding claims 14-18, Robertson discloses a method for providing specific product information and offers for sale to the system user, the method comprising the steps of: gathering product information regarding a variety of products offers and information (col. 2, lines 14-25; col. 10, lines 39-41); organizing the product offers and information based upon predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53); saving the organized product offers and information in a database (col. 12, lines 26-37); gathering system user profile information from the system user (col. 20, lines 10-16; Figure 16); saving the organized system user profile information (col. 20, line 65 – col. 21, line 13); organizing the system user profile information according to selected criteria based upon the user (col. 20, line 65 – col. 21, line 13); saving the system user profile information (col. 20, line 65 – col. 21, line 13); organizing the system user profile information, and gift-giving information according to predetermined criteria (col. 20, line 65 – col. 21, line 13); matching the product offers and information to the system user profile information and to the gift giving information and profiles based upon selected criteria (col. 18, lines 34-55); selecting product offers and information to be transmitted to the display device based upon matched product results and selected criteria (Figure 33, col. 18, lines 51-60); delivering program matched product offers and information to the system user through the display devices (Figure 33); storing the program matched product offers and information on the display device (col. 19, lines 5-11; col. 23, lines

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57-65); receiving offers and information as selected by the shopper and storing the selected offers and information (Figure 33; Figure 36); displaying on the display device the selected offers and information, and the matched product offers and information upon request by the system user (Figure 33; Figure 36); and providing opportunities for interactive purchasing and communication through the display devices (Figure 33; Figure 36; Figure 37).

However, Robertson does not explicitly disclose the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift recipient; and initiating specific processes from the display. Robertson discloses a "Choose a Gift for Someone" link (Figure 15) and a Reminders (340) link (Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (col. 22, lines 59-61).

Slotznick, on the other hand, teaches disclose the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift recipient; and initiating specific processes from the display (col. 12, lines 56-67; col. 15, lines 7-16; col. 16, lines 52-61; col. 18, lines 36-58).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift

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recipient; and initiating specific processes from the display, as taught by Slotznick, in order to provide a proper and appropriate gift (Slotznick, col. 14, lines 39-40) and to provide an interactive screen (Slotznick, col. 15, lines 41).

Robertson does not explicitly disclose the storing the displayed offers and information for later on-demand access; the displayed offers can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the network becomes available. Robertson discloses storing various account informations with respects to the users (col. 12, lines 58-60).

Falls, on the other hand, teaches the storing the displayed offers and information for later on-demand access; the displayed offers can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the network becomes available (col. 3, line 66 – col. 4, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the storing the displayed offers and information for later on-demand access; the displayed offers can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the

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network becomes available, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected the network (Falls, col. 3, lines 9-11).

Claim 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of the article “Reminder/Gifted Solutions Announces Merchants and Portal Partners Using Its New Gift Services Engine at Internet Commerce Expo this Week” (Reminder/Gifted) and in further view of U.S. Patent No. 5,983,200 to Slotznick and in further view of U.S. Patent No. 5,991,771 to Falls and in further view of U. S. Patent No. 6,202,051 to Woolston.

Regarding claim 19, Robertson discloses the method comprising the steps of: gathering information regarding product offers and information from a variety of sources (col. 2, lines 14-25; col. 10, lines 39-41); organizing the information regarding product offers and information based upon a predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53); saving the organized information regarding product offers and information (col. 12, lines 26-37); gathering system user profile information from the system user by any one of a combination of methods selected from the group consisting of: direct submission from the system users through answers on a profile, monitoring customer interaction with a provided software program (Figure 21); organizing the system user profile information (col. 20, line 65 – col. 21, line 13); saving the system user profile information (col. 20, lines 65- col. 21, lines 13); organizing the system user profile information, and the gift-giving information according to predetermined criteria (col. 20,

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line 65- col. 21, line 13); matching the product offers and information to the system user profile information and to the gift recipient profiles (col. 18, lines 34-55); organizing the matched product offers and information (col. 19, lines 5-11; col. 23, lines 57-65); delivering the matched product offers and information to said system users via said network (Figure 33); storing the matched product offers and information (col. 19, lines 5-11; col. 23, lines 57-65); and transmitting transaction requests from the user wherein the transaction requests making offers to purchase from a seller (Figure 33; Figure 36; Figure 37).

However, Robertson does not explicitly disclose the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including buyer information from a merchant regarding likely profiles of purchasers of a particular product; and merchant supplied selection criteria for a product. Robertson discloses a "Choose a Gift for Someone" link (Figure 15) and a Reminders (340) link (Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (col. 22, lines 59-61).

The article Reminder/Gifted, on the other hand, teaches disclose the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including buyer information from a merchant regarding likely profiles of purchasers of a particular product; and merchant supplied selection criteria for a product (whole article).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including buyer information form a merchant regarding likely profiles of purchasers of a particular product; and merchant supplied selection criteria for a product, as taught by the article, in order to assist the user in picking the perfect gift (the article, whole article).

Robertson does not explicitly disclose displaying the matched product offers and information after disconnecting the personal computer from said network and transaction requests being stored within the display device until the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer. Robertson discloses storing various account informations with respects to the users (col. 12, lines 58-60).

Falls, on the other hand, teaches displaying the matched product offers and information after disconnecting the personal computer from said network and transaction requests being stored within the display device until the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer (col. 3, line 66 – col. 4, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include displaying the matched product offers and information after disconnecting the personal computer from said network and transaction requests being stored within the display device until

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the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected the network (col. 3, lines 9-11).

However, Robertson does not explicitly disclose placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party. Robertson discloses ordering a product (col. 24, lines 9-11).

Woolston, on the other hand, teaches placing bids in an electronic auction (Figures 5-6), and placing items for sale in an auction (Figure 3).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party, as taught by Woolston, in order to market goods so that participants can speculate on the price of the goods (Woolston, col. 1, lines 30-32) and to provide resale of goods purchased (Woolston, col. 1, lines 62-63).

Response to Arguments

Applicant's arguments with respect to claims 1-13 and 19 have been considered but are moot in view of the new ground(s) of rejection.

Applicant's arguments, with respect to claims 14-18, filed on December 22, 2005 have been fully considered but they are not persuasive.

Applicants remark that "there is no suggestion in an of these patents or them to be combined together for one thing, and even combined together, they do not perform the activities of the invention", as pertaining to claims 14-18.

In response to applicant's argument that there is no suggestion to combine the references, the examiner recognizes that obviousness can only be established by combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). In this case, the motivations are found in Slotznick, col. 15, lines 41 and Falls, col. 3, lines 9-11.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

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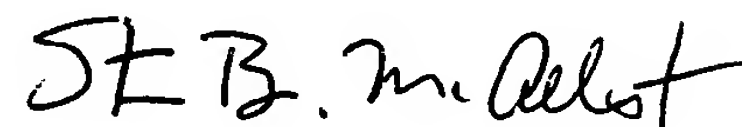
the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marissa Thein whose telephone number is 571-272-6764. The examiner can normally be reached on M-F 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alex Kalinowski can be reached on 571-272-6771. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Mtot
March 6, 2006



STEVE B. MCALLISTER
PRIMARY EXAMINER